

**Beyond the Horizon**  
**FINAL REPORT**

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*President Bush accepts the Genoa Expo seal from Genoa Mayor Romano Merlo and Jeno Paulucci, of the National Italian American Foundation.*

**The White House  
Washington**

March 26, 1992

On behalf of my fellow citizens, I am pleased to welcome you to the United States Pavilion at Expo 92, Genoa. Today, as we join in commemorating the Columbus Quincentenary, we also celebrate the deep and mutually rewarding ties that exist between the peoples of the United States and Europe.

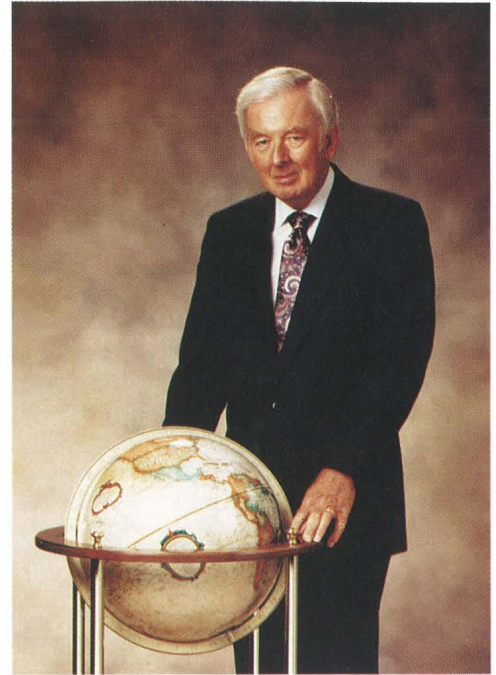
Through his consummate skills as a navigator, Christopher Columbus brought about a great meeting of cultures—a meeting that changed the course of history. Therefore, it is fitting that this event feature a nautical theme.

We Americans are proud of our Nation's rich maritime history and culture, which are exemplified in this exhibit on the Chesapeake Bay—a vast, picturesque body of water on our Atlantic Coast. The Chesapeake Bay has played a significant role in the history of the United States and in the economic development of our entire eastern seaboard. Today, the future of the Bay—doubted as a result of pollution and neglect—is filled with promise. Thanks to cooperative efforts among government officials, private conservation groups, and thousands of concerned citizens, the Bay is being restored and protected. The Bay has seen the return of once-endangered species of fish and waterfowl in impressive numbers, and it continues to serve as a source of enjoyment for untold numbers of visitors each year.

The recovery of the Chesapeake Bay can serve as a model for other clean-up projects around the world. This exhibit demonstrates how people working together can protect their natural resources and preserve them for future generations. There can be no better way to celebrate the maritime legacy of Columbus than by resolving to leave a living legacy of our own.

**George Bush**  
President of the United States





December 15, 1992

Dear President Bush and Director Catto:

The International Specialized Exhibition "Christopher Columbus: Ships and the Sea," which opened May 15 in Genoa, Italy, concluded August 15. As Commissioner General, it is my pleasure to submit the enclosed report on the United States participation at that significant international event, a celebration honoring the 500th anniversary of the famous navigator's historic voyage to the New World.

There were two main objectives relating to the U.S. participation at Genoa:

- To demonstrate U.S. support for an important ally and friend, Italy, by active participation at the Genoa Expo;
- To present, within tight budgetary restrictions, an exhibit which would entertain visitors, yet also convey an environmental message—the importance of preserving and protecting the waters of the world.

To reach these objectives, a fruitful partnership between the private and public sectors in the funding and management of the U.S. exhibit was forged.

I am pleased to report that these objectives were fully achieved. The private-public sector collaboration worked smoothly and effectively, resulting in an exhibit which appears to have impressed most visitors and Italian authorities. More than 190,000 people visited the U.S. Pavilion at Genoa. All indications are that the great majority of visitors appreciated what they saw and received the intended environmental message.

I would like to highlight the role of the young American guides, all fluent in Italian, who were an essential ingredient in the success of the U.S. presentation. They were the kind of ambassadors of goodwill who make all Americans proud. I also want to cite the superb contribution of the career USIA staffers, several of whom worked diligently over a two year period to ensure the success of the exhibit.

Let me take this opportunity to thank you both for selecting me as Commissioner General. It was a great honor.

Sincerely,

Jay Van Andel

# Contents

	Page
Expo '92 Genoa .....	5
The U.S. Pavilion .....	6
Media and Public Reactions .....	7
Special Events .....	10
Management and Staffing .....	14
Funding .....	16
Summing Up .....	19







## Expo 92 Genoa

The year 1992, the 500th anniversary of the historic voyage of Christopher Columbus, was filled with events to commemorate his journey. Among them were two world fairs, one in Genoa, Italy, his birthplace, and one in Seville, Spain, the country of his support and departure.

It is not usual practice for two fairs to take place in the same year. Spain petitioned the authorizing agency, the Bureau of International Expositions (BIE), and received permission to hold a universal fair in Seville from April-October 1992. The BIE chose also to honor Italy's request for an International Specialized Exposition, to take place in Genoa over a three month period, May 15-August 15, 1992.

The Expo was developed on a 12 acre site in the ancient port sector of the city, which was opened up, redesigned and renovated. Renowned Genoa architect, Renzo Piano, was commissioned to provide the comprehensive design for the Fair. The theme selected for the Genoa Expo was "Christopher Columbus: Ships and the Sea." Along with the United States, 52 countries and organizations participated in the Exposition.

The Commissioner General for Expo 92 was a distinguished citizen of Genoa, Alberto Bemporad. The fair was organized and managed by an organization called Ente Colombo, consisting of representatives of five elements—the region, the province, the city government, the Chamber of Commerce, and the port authority.

Ente Colombo encountered rough seas in the navigation of Expo 92 Genoa. Management and promotion shortcomings resulted in administrative problems and lower over-all attendance than was anticipated. The final count of visitors to the fair according to the Ente was just under one million.

Although those numbers were somewhat disappointing, the fair offered a pleasing combination of entertainment and education. Visitors included the President and the Prime Minister of Italy; the Presidents of Portugal and Honduras; Mrs. Marilyn Quayle, wife of the U.S. Vice-President; Governor William Donald Schaefer of Maryland; the Duke of Kent; Princess Elena of Spain; and Prince Rainier of Monaco.

Open seven days a week from 9:30 a.m. to 9:30 p.m., Expo was definitely worth a visit. The first tanks of a planned new aquarium were on view, and nightly fireworks provided spectacular drama in the beautiful port setting.



## The U.S. Pavilion

One major difference between universal fairs and specialized expositions, such as the Genoa Expo, is that in the latter case the host country provides pavilions to the exhibitors. Among the buildings restored by architect Renzo Piano, for exhibit space at the Fair, were a 19th century Cotton Warehouse and four 17th century merchant homes called "palazzine."

The United States exhibit was housed in one of the palazzine, San Desiderio. The decision to place the exhibit in this palazzina rather than in the Cotton Warehouse, where the majority of participating countries exhibited, was based on several factors. One was that the Italian hosts had urged the United States to select the palazzina. Another factor was that the U.S. exhibit, unlike others at the fair, was a "pulsed" or timed exhibit, which depended on presentations by guides and screening narrated audio-visual materials in a darkened, enclosed space. The necessary controls over crowd movement, sound and light would not have been possible in the open-access Cotton Warehouse.

There was one drawback. The palazzina was not located in the central section of the Expo site, and the directional signs to the Pavilion placed by fair authorities were too few and too small, in keeping with aesthetic demands laid down by Expo designer Piano. As a result, in the early weeks of the fair, before solutions were improvised, some visitors had difficulty locating the American Pavilion.

The original design for the U.S. Pavilion called for a layout to allow at least 100 visitors at a time in each gallery. In practice, a maximum of 80-85 was possible, which reduced somewhat the anticipated number of visitors.

Overall, however, the San Desiderio palazzina, described appropriately as a "small jewel" by Fair Commissioner General Alberto Bemporad in his remarks at the Pavilion's opening, functioned most effectively.

Placed on the outside front walls of the San Desiderio palazzina were large red, white and blue banners with stars and stripes, symbolic of the American flag, which called attention to the U.S. Pavilion, as did a large sign and logo over the entrance, welcoming visitors to the U.S. exhibit entitled "Beyond the Horizon".

Inside, a 5,000 square-foot exhibit on the ground floor of the palazzina made use of multi-media effects in three galleries to depict the importance of waterways to the history, development and traditions of the United States. The Chesapeake Bay and the port of Baltimore, a sister city to Genoa, were singled out as illustrative of America's maritime culture. The exhibit carried an environmental message: the importance of looking beyond the horizon to ensure the preservation and protection of the world's waterways.

In the first gallery, a multi-screen slide presentation provided a glimpse of an earlier pristine America, of the landscape as it must have appeared when the navigators and explorers first arrived, and of how a nation developed alongside those waterways.

The second gallery concentrated on the Chesapeake Bay and the port of Baltimore. The photographs and videotapes displayed were designed to give a sense of the people who inhabit the region, of how they use the waters for both work and play, and of their stake in the preservation of the Bay. This was complemented by wooden hand-carvings of the Bay's aquatic life.

The exhibit's environmental message was emphasized in a striking video presentation on a 20-monitor videowall in the third and final gallery.

The Planning, Research and Design (PRD) Group, Ltd. of Fairfax, Virginia, had been selected through a national competition to design and develop the U.S. exhibit. The audio-visuals were created by the firm of Hillman and Carr, Inc. of Washington D.C. The installation of the exhibit in Genoa was undertaken by Guidi, SRL, Legnano (Milan).





The U.S. exhibit differed from all others at the Expo in that it was "pulsed." Visitors were required to remain in each of the three galleries for a five to eight minute period, and were walked and talked through the presentation by young American guides.

In most circumstances, it was possible to move visitors through the exhibit within 20 minutes and keep the time between groups entering the Pavilion to 10-15 minutes. Thus, even on the busiest, most crowded days when long lines formed, the maximum wait was no longer than 30-35 minutes.

Essential to the success of the pulsed approach were the guides, and in this regard the U.S. exhibition was blessed. The team of 18 young guides (six to a shift), all fluent in Italian, from all over the United States, and dressed sharply in blue slacks and white tennis shirts bearing the U.S. Pavilion logo, was a major factor in the success of the exhibit.

The young ambassadors of goodwill greeted visitors at the door of the Pavilion and made presentations in all galleries. Each guide had a personal family immigration story to relate, and several were Italo-Americans. That personal touch was a much appreciated and applauded facet of the exhibit.

On special days, visitors received a complimentary brochure in Italian and English, detailing what was inside the exhibit.

English language showings were offered periodically throughout each day, but most sessions were in Italian since the overwhelming number of visitors to the Pavilion were Italian.

Over the three-month run of Expo, 190,076 people visited the U.S. Pavilion.



## Media and Public Reactions

Efforts to garner favorable publicity for the U.S. exhibit began in Genoa several days before the fair's official opening. Deputy Commissioner General John Gartland appeared on a local prime-time television program, and reporters for the main local newspapers were invited for an advance look at the exhibit. One wrote a positive piece the next day for the Genoa daily, *Il Lavoro*, which began, "Even critics of Columbus celebrations might like the gentle ecological pavilion set up by the U.S. in the gracious Desiderio palazzina."

That piece set a positive tone for the opening ribbon-cutting ceremony at the U.S. Pavilion, which coincided with Media Preview Day at the fair, attended by some 300 journalists. Press kits were distributed in both Italian and English, extensive facilitative assistance was provided to a VOA correspondent covering the fair, and a story was filed for the USIA Wireless File. Materials were also furnished to USIA's Public Liaison Division for use in an article released in Washington, D.C.

As well, WOOD Radio, a station based in Grand Rapids, Michigan, hometown of U.S. Commissioner General Jay Van Andel and U.S. Ambassador to Italy Peter Secchia, was on hand for the opening and the three following days. The station broadcast live from the Pavilion a popular morning talk show hosted by Gary Allen. He interviewed Ambassadors Van Andel and Secchia, USIA Deputy Director Eugene Kopp, and a number of Italian and American visitors to the Pavilion, including former astronaut Buzz Aldrin.

Most of the subsequent coverage throughout the fair of the U.S. exhibit and related activities in the local press and on local and regional television was positive, often based on materials and interviews arranged by the Pavilion staff. For special events, such as the visits of Mrs. Quayle and Governor Schaefer, press conferences were held at the Pavilion.

There was also U.S. coverage of the Pavilion. *The New York Times* travel section ran a positive piece on the fair which favorably mentioned the U.S. Pavilion, as did *Stars and Stripes*.

The general public's upbeat response to the Pavilion was reflected in an informal poll of 609 visitors. A written questionnaire, in Italian and English, revealed that the overwhelming majority (87 percent) judged the exhibit as good or excellent. The video wall presentation in the final gallery was rated as the best feature, and the guides received considerable praise.

Two American tourists, Joan and Norval Tucker of Iowa City, wrote USIA Director Catto that "we recently visited Expo 92 in Genoa and were much impressed with the offering of the United States at that exposition. It was well conceived and the message well delivered, both by the audio visual portions and by the personable young people who interacted with the audience. We have, on occasion, been embarrassed by the United States exhibit, or lack of it, at similar fairs, but not this time. Thank you."













## Special Events

**Pavilion Opening Ceremony:** A ribbon-cutting ceremony to open the U.S. Pavilion took place May 14, one day before the fair's official inauguration. There were remarks by Ambassador Van Andel; U.S. Ambassador to Italy Peter Secchia; USIA Deputy Director Eugene Kopp; and two corporate representatives, Louis Rutigliano, Vice President of Ameritech, and Alton Herndon, President of Hatteras Yachts. The fair's Commissioner General, Dr. Alberto Bemporad, represented Italian authorities and had warm praise for the USIA and the Pavilion. As a token of U.S. friendship, Ambassador Van Andel presented Professor Bemporad with a crystal globe inscribed with the theme of the U.S. Pavilion, "Beyond the Horizon," which served to emphasize our common connection—the waters of the earth.

Following the ceremony, guests attended a reception aboard a Hatteras yacht on display at Expo, then enjoyed hot dogs and hamburgers at an informal luncheon in the Commissioner General's lounge, prepared by the crew members of the USS Sylvania, in Genoa on a port call for the Expo opening. That evening, Ambassador Van Andel hosted a dinner cruise aboard the Amway yacht, Enterprise IV.



Amb. Jay Van Andel, U.S. Commissioner General



Hon. Eugene Kopp, Deputy Director, United States Information Agency



Ambassador Van Andel and USIA Deputy Director Kopp open the U.S. Pavilion.



Alton Herndon, President, Hatteras Yachts



Louis Rutigliano, Vice Chairman, Ameritech Corporation



Expo Commissioner General Alberto Bemporad accepts a crystal globe from Ambassador Van Andel



U.S. Ambassador Peter Secchia



Hon. John Gartland, Deputy U.S. Commissioner General



**Expo Opening:** Expo 92 Genoa officially was opened on May 15 by the Acting President of Italy, Giovanni Spadolini, and Ted Allan, President of the Bureau of International Expositions. Following a colorful opening ceremony, guests toured the exhibits and attended a luncheon and an evening concert. Ambassador Van Andel; U.S. Ambassador to Italy, Peter Secchia; and USIA Deputy Director, Eugene Kopp, led the U.S. delegation.

**National Day:** May 18 was U.S. National Day with Marilyn Quayle, wife of the U.S. Vice-President, as Guest of Honor. At an official ceremony the Mayor of Genoa, Romano Merlo, greeted her, and students from the American School of Genoa presented her with a bouquet of flowers. Following visits to the Italian, Vatican, and U.S. Pavilions, Mrs. Quayle met with the press. She praised the fair and said she would encourage fellow Americans to visit Genoa. At a luncheon in her honor hosted by the Ente, toasts of appreciation were offered and gifts exchanged. That evening Ameritech, sponsor of U.S. National Day, hosted a reception in her honor at the U.S. Pavilion. Members of the Michigan National Guard Band provided music. National Day concluded with a dinner cruise of Genoa Harbor and the Italian Riviera aboard Enterprise IV.

**Maryland Governor's Visit:** William Donald Schaefer, Governor of Maryland, visited the Expo on June 2. He toured the Italian and American exhibits, then met with the media at the U.S. Pavilion. The Governor was honored guest at a Lykes Line luncheon at the Genoa Yacht Club and later hosted a dinner for businessmen at a prominent local club. The Governor wrote that he found the exhibit, with its focus on Baltimore and the Chesapeake Bay, "an excellent way to promote economic and cultural exchanges with the United States."

**AMVER Ceremony:** On June 10, the U.S. Pavilion was the site of a ceremony at which several Italian maritime companies received awards from the U.S. Coast Guard under the Automated Mutual Assistance Vessel Rescue System (AMVER), a voluntary search-and-rescue program for ocean-going merchant ships of all nations.

**July 4th Party:** Independence Day was celebrated with a picnic-style barbecue of hot dogs and hamburgers in the Pavilion, which was decked out with American flags and red, white and blue banners. Some 170 guests attended, including Ente Colombo officials, other countries' representatives and friends. Even Cristoforo the Cat, Expo's official mascot, was on hand. Crew members of the USS Biddle, a Sixth Fleet cruiser in port for the 4th of July, prepared and served the food.

**Marching Band:** The Mount Miguel Marching Matador Band, a 100-piece youth band, from Spring Valley, California (near San Diego), performed July 9. After playing at Expo, the band marched through the city and played a concert in front of the house of Christopher Columbus.

**Italian President's Visit:** The newly-elected President of Italy, Oscar Luigi Scalfaro, visited Expo July 30. As Acting President of the Steering Committee of the College of Commissioners General and on behalf of all fair participants, John Gartland presented the President a crystal bowl with an engraving of a globe symbolizing international cooperation.



Marilyn Tucker Quayle, wife of the Vice President of the United States, with Genoa Expo officials



Mrs. Quayle and Ambassador Van Andel with U.S. Pavilion staff



**BIE Dinner:** On August 11, the Pavilion hosted a dinner for officials of the Bureau of International Expositions, including the organization's president, Ted Allan, who were in Genoa for the first-ever BIE Day at an international exposition. Will Jones, Director of the Exhibits Service, represented USIA.

**Television Program:** On closing day, RAI-1, the major Italian state television network, broadcast from Expo a live interview with Deputy Commissioner General John Gartland. Asked what would be his best memory of Expo, Mr. Gartland responded that it was the friendship built between the young people at the U.S. Pavilion with young Italians and those from other nations, symbolic of Expo's goal of building international cooperation. The program also featured the David Short Ensemble, an Italy-based, American-led brass quintet, whose services were made available through support and assistance of USIS Rome.

**Closing Ceremony:** The Expo closed on one of Italy's major holidays, Ferragosto, August 15. At an evening ceremony, the flags of all participating countries were lowered and presented to their representatives by Mayor Merlo and Commissioner General Bemporad. U.S. Deputy Commissioner General Gartland represented the United States.

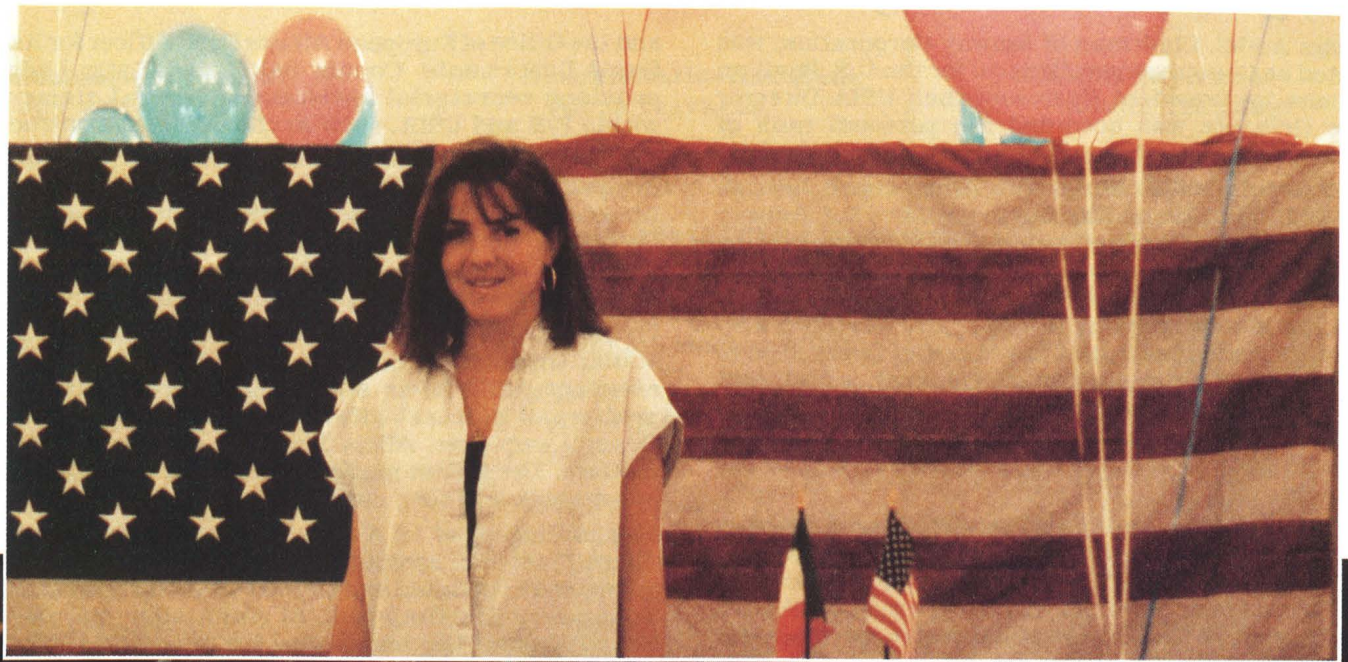
**Farewell Festa:** The Short Ensemble also played at a lively "Farewell to the Fair Festa" held at the U.S. Pavilion on closing night. Guests included Ente Colombo officials, the Mayor, corporate sponsors, and many friends the staff and guides had made during the summer. It was a fitting and festive climax to the U.S. participation at Expo 92 Genoa.



Maryland Governor William Donald Schaefer and Deputy Commissioner General Gartland







*Deputy Commissioner General Gartland presents a crystal globe to the President of Italy, Oscar Luigi Scalfaro*



## Management and Staffing

Jay Van Andel, Chairman of Amway Corporation, was selected as Commissioner General for the U.S. Pavilion in Genoa by President Bush and then USIA Director Bruce Gelb. He was accorded the personal rank of Ambassador by the President for the length of the fair.

As his deputy, Ambassador Van Andel chose John C. Gartland, Director of Washington Affairs for Amway Corporation. Mr. Gartland was charged with organizing fund raising, over-all supervision of the development of the U.S. exhibit, and the day-to-day management of U.S. participation throughout the fair. Mr. Gartland also served as vice-president of the Steering Committee of the College of Commissioners General, which met weekly with Ente Colombo officials to discuss problems and administrative matters. On several occasions, Mr. Gartland chaired the meetings in the absence of the president.

Ambassador Van Andel and Deputy Commissioner General Gartland were assisted in Washington D.C. and in Genoa by USIA staffers. Ms. Kathryn Wainwright of the USIA Exhibits Service (P/E) played a major role from beginning to end in the conception, design, development and implementation of the exhibit over a two year period. In Genoa, she was responsible for management of the exhibit with the assistance of Susan Zapotoczny, who had worked with her on the project in Washington.

On the administrative side in both Washington and Genoa, a key staffer was Eileen Finegan. Former P/E staffers Katy Kalb, Sally Carroll, Tanya Boswell, and John Coppola were also key players in the Washington phase of the Genoa project, as was P/E's Pat Hanson

and the Office of European Affairs Desk Officer for Italy, David Bustamante. Connie Baker and Kathi Ladner provided secretarial assistance. Several elements within P/E and USIA, such as the Office of Contracts, provided essential support and services throughout.

In pivotal roles in Genoa during Expo were Lee Lederer, Director of Public Affairs; Victoria Scully, Protocol and Corporate Relations; and technician Hans Altmann from RPO Vienna. David Hubbuch and Douglas Gurka of the Overseas Support Division rotated security duty.

Providing Genoa expertise were former USIA Genoa staffer Gianmarco Antonini, who served as a special assistant; USIS Milan staffer, Margherita Mazza, for media and cultural affairs; and former Consulate General employee, Alicia Travaglia on administrative matters. The Italian staff also included a receptionist, two drivers, and six guards.

The contingent of 18 American guides, supervised by Janet Traettino, completed the Pavilion staffing. The guides were recruited and trained under a contract with Temporary Staffing, Inc., of Annapolis, Maryland. Shortly before the end of the fair, two of the guides returned to the United States for family and medical reasons. The gap was covered by readjusting the shift schedules for the other guides.

USIS Italy was also involved in the Genoa project from the beginning and provided valuable support throughout. Linda Cheatham, Regional Affairs in Milan, was the last in a series of USIS Italy officers who played a liaison role with fair authorities preceding the arrival of the Expo staff.





## Pavilion Staff

**Commissioner General**  
Jay Van Andel

**Deputy Commissioner General**  
John C. Gartland

**Public Affairs**  
Lee Lederer

**Pavilion Director**  
Kathryn Wainscott

**Administrative Officer**  
Eileen Finegan

**Protocol and Corporate Liaison**  
Victoria Scully

**Program Coordinator**  
Susan Zapotoczny

**Security Officers**  
David Hubbuch  
Douglas Gurka

**Technician**  
Hans Altmann

**Special Assistant**  
Gianmarco Antonini

**Administrative Assistant**  
Alicia Travaglia

**Press/Cultural Assistant**  
Margherita Mazza

**Assistant to the Commissioner General**  
Mary Clare Gartland

**Secretary/Receptionist**  
Monique Muckermann

**Drivers**  
Alberto Bosio  
Maurizio Baldoni

**Security Guards**  
Carla de Maria  
Christina Viotti  
Felippo Berardi  
Lucio Brescini  
Federico Cervetto  
Fabrizio Citernes  
Nino Foti  
Valerio Sacco (alternate)

**Guide Supervisor**  
Janet Traettino

**Guide Team Leaders**  
Lisa Amore  
Michael Goble  
Paul Mangiafico

**Guides**  
Adrian Apodaca  
Shelly Carter  
Marco Frazier  
Kristin Goble  
David Green  
Dawn Green  
Gabriella Lengua  
Sergio Monarca  
Lisa Minnuto  
Cara Molinari  
Grace Nadalin  
Elizabeth O'Connell  
Rachel Saturn  
Sandra Schmidt  
Patrick Spoletini





## Funding

U.S. participation in Genoa was a collaboration between the United States Information Agency and the private sector. There were strict limitations on government funding. USIA was authorized to grant \$2 million. The private sector provided \$805,600 in cash, and in-kind donations estimated at a value of \$260,000.

To raise the private sector portion, Commissioner General Van Andel contacted other corporations which might have interest in participating in the Genoa Expo. In addition, from a list provided by the National Italian American Foundation, a direct mail solicitation netted \$31,000.

## Budget

### FUNDING

#### FEDERAL FUNDS

ALLOCATION.....	\$1,845,586.00
REPRESENTATION .....	10,034.00

#### PRIVATE

AMWAY CORP .....	500,000.00
HATTERAS YACHTS.....	150,000.00
AMERITECH.....	125,000.00
LYKES LINES .....	150,000.00*
FORD MOTOR CO. ....	60,000.00*
DELTA AIRLINE.....	50,000.00*
DIRECT MAIL.....	30,600.00

\$2,921,220.00

\*In-kind donations

Amway Corporation was the major corporate sponsor, while Ameritech, Hatteras Yachts, Lykes Lines, Ford Motor Company and Delta Air Lines were important corporate patrons. Product donations came from a diverse range of benefactors, including Chesapeake Bay Foundation; Coca-Cola; Coors Brewing Company; Creston Vineyards; GML, Inc.; I.C. Isaacs and Company, L.P.; National Geographic Society; Rand McNally; San Pellegrino; Tab/McGraw Hill; and photographer Jim Blair.

The contributions of sponsors, patrons and benefactors, as well as individual donors, were acknowledged in a special gallery at the conclusion of the exhibition.

### EXPENSES

EXHIBIT .....	\$1,056,697.00
USIA SALARIES & HOUSING .....	605,905.00
GUIDES SALARIES & HOUSING.....	346,263.00
SPACE RENTAL .....	130,000.00
CUSTODIAL .....	31,036.00
SECURITY .....	151,300.00
UTILITIES .....	13,700.00
TRAVEL .....	146,000.00
SHIPPING .....	245,121.00
INSURANCE .....	4,520.00
ADMINISTRATION .....	111,678.00
REPRESENTATION .....	19,000.00
VEHICLES .....	60,000.00

\$2,921,220.00









## Participating Countries and Organizations at Expo 92 Genoa

Bahamas  
Bulgaria  
Cameroon  
China  
Community of Independent States  
Croatia  
Egypt  
European Community  
France  
Germany  
Great Britain  
Greece  
Holy See  
Hungary  
International Committee of the Red Cross  
Israel

Italian-Latin American Institute Collective Pavilion  
Argentina, Bolivia, Brazil, Chile, Columbia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Nicaragua, Panama, Peru, Uruguay, Venezuela

Italy  
Japan  
Korea  
Mexico  
Military Sovereign Order of Malta  
Monaco  
Morocco  
National Federation of (Italian) Unions  
Organization of American States (OAS)  
Poland  
Portugal  
Romania  
Scientific Italian Community  
Senegal  
Spain  
Switzerland  
Tunisia  
United Nations  
United States





## Summing Up

There were two main objectives governing U.S. participation at Expo 92 Genoa:

- To demonstrate U.S. support for an important ally and friend, Italy, by active participation at Genoa Expo;
- To present, within tight budgetary restrictions, an exhibit which would entertain visitors, yet also convey an environmental message—the importance of preserving and protecting the waters of the world.

These objectives were achieved. The collaboration between the private and public sectors functioned effectively and resulted in an exhibit which, to all indications, impressed the majority of those who saw it and ensured that the United States was a meaningful presence at Genoa.

This is not to say there were not difficulties or disappointments. A larger budget would have allowed a broader, more representative exhibit, and might have avoided a criticism that the focus on the Chesapeake Bay and Baltimore was too narrow. On the operational side, especially in the early weeks, administrative and other problems affecting Ente management also

hampered the organizational efforts of the U.S. Pavilion. Of greatest concern, the crowds at the fair were not as large as were anticipated until the final weeks.

There are advantages and disadvantages of a pulsed exhibit, which depends on guides to direct visitors. The guides and their presentations proved to be one of the best qualities of the U.S. exhibition. And the pulsed format allowed for a compact, cohesive presentation with a substantive environmental message.

A purpose of international expositions is to demonstrate a linkage between peoples and nations as a means of encouraging cooperation in the resolution of mutual problems and concerns. The video presentation which wrapped up the U.S. exhibit points out that the Chesapeake Bay is distant from the Mediterranean but not separated from it—that, as Columbus knew, the waters of the earth are in a single cup.

Given the level of funding and the nature of the exhibit, the U.S. Pavilion made a contribution to the ongoing and essential process of linking the peoples and nations of this earth in addressing our mutual environmental concerns.





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Coca-Cola Company  
Coors Brewing Company  
Creston Vineyards  
GML, Inc.

I.C. Isaacs & Company, L.P.  
National Geographic Society  
Rand McNally  
Sanpellegrino  
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Ambassador Peter F. Secchia

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Richard M. Beuke  
Judge David Anthony Botte  
Louis J. Buffardi  
Sante M. Caldarola, M.D., FACS  
Evelyn L. Carlino  
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